

## ORDER



**Orders**  
**Order / Rev:** 701845 - 4  
**Alt Order #:** 06250958  
**Product Desc:** DSCC IE  
**Estimate:** 1505  
**Flight Dates:** 10/09/12 - 11/05/12  
**Original Date / Rev:** 07/24/12 / 10/03/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:** Linda Bassett  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** DSCC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$136,600.00	\$116,110.00
10/29/12	11/05/12	17	\$38,600.00	\$32,810.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$136,600.00	\$116,110.00	0.00
November 2012	17	\$38,600.00	\$32,810.00	0.00
<b>Totals</b>	<b>62</b>	<b>\$175,200.00</b>	<b>\$148,920.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	25%	\$175,200.00
Market	100%	\$700,800.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	27%	\$189,216.00
WFTS	16%	\$112,128.00
WMOR	1%	\$7,008.00
WTOG	3%	\$21,024.00
WTTA	1%	\$7,008.00
WTVT	18%	\$126,144.00
WVEA	0%	\$0.00
WWSB	9%	\$63,072.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/23/12	10/29/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
THE PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12   10/29/12   MTWTF--   1   \$1,800.00   0.00															
2	WTSP	10/09/12	11/05/12		CM	12-1230p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	6	\$10,800.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12-1230p 10 News @ Noon COMMENTS APPLY TO SUB LINES A THRU D 10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					1	\$1,800.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$1,800.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					1	\$1,800.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					2	\$1,800.00		0.00			
E 3	WTSP	10/09/12	11/05/12	M-F 5-530p 5-530p 10 News COMMENTS APPLY TO SUB LINES A THRU D 10 NEWS-5PM NEWS	CM	5-530p	MTWTF--	:30	1	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					1	\$1,100.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					1	\$1,100.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					1	\$1,100.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$1,100.00		0.00			
4	WTSP	10/09/12	11/05/12	M-F 530-6p 10 News at 530p 10 NEWS-530P	CM	530-6p	MTWTF--	:30	2	\$1,100.00	P-2	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					2	\$1,100.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$1,100.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$1,100.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					2	\$1,100.00		0.00			
5	WTSP	10/09/12	11/05/12	M-F 6-630p 6-630p 10 News COMMENTS APPLY TO SUB LINES A THRU D 10 NEWS-NEWS AT 6P	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					2	\$2,000.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					1	\$2,000.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$2,000.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$2,000.00		0.00			
6	WTSP	10/09/12	11/05/12	7-730p Wheel of Fortune WHEEL OF FORTUNE	CM	7-730p	MTWTF--	:30	4	\$3,900.00	P-3	0.00	NM	16	\$62,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					4	\$3,900.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					4	\$3,900.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					4	\$3,900.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					4	\$3,900.00		0.00			
E 7	WTSP	10/09/12	11/05/12	730-8p Jeopardy JEOPARDY	CM	730-8p	MTWTF--	:30	4	\$4,500.00	P-3	0.00	NM	10	\$45,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					4	\$4,500.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					1	\$4,500.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					4	\$4,500.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$4,500.00		0.00			
E 8	WTSP	10/09/12	11/05/12	M-F 930-10a Inside Edition COMMENTS APPLY TO SUB LINES A THRU C MILLIONAIRE	CM	930-10a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	MTWTF--					2	\$400.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	-----					0	\$0.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					1	\$400.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$400.00		0.00			
9	WTSP	10/20/12	11/03/12	Sat Prime C Sat Prime C COMMENTS APPLY TO SUB LINES A THRU B 48 HOURS MYSTERY	CM	Sat 10-11p	-----S-	:30	1	\$4,500.00	P-3	0.00	NM	2	\$9,000.00

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WTSP-TV

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9	WTSP	10/20/12	11/03/12	Sat Prime C Sat Prime C	CM	Sat 10-11p	-----S-	:30	1	\$4,500.00	P-3	0.00	NM	2	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B 48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$4,500.00		0.00			
	Week:	10/22/12	10/28/12	-----S-		1				\$4,500.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$4,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTSP	10/29/12-11/04/12		Sat Prime C		Sat 10-11p	-----Sa--	:30		<del>(\$4,500.00)</del>		0.00	NM		
	Credited [stp 10/27]														
E 12	WTSP	10/09/12	10/09/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
COMMENTS APPLY TO SUB LINES A THRU B NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-----		1				\$15,000.00		0.00			
13	WTSP	10/27/12	11/03/12	Gators Special Gators Special	CM	Gators Special	-----S-	:30	2	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-		2				\$1,100.00		0.00			
	Week:	10/29/12	11/04/12	-----S-		2				\$1,100.00		0.00			
													Totals	62	\$175,200.00